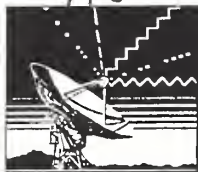


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2762

April 26, 1996

GLICKMAN VISITS DROUGHT-STRICKEN AREAS -- Agriculture Secretary Dan Glickman is scheduled to visit the Texas Panhandle area today to meet with farmers and view drought-stricken areas. On April 27, Glickman plans to visit South Central Kansas to see drought conditions there and talk with local producers. During his visit, he will hold a town hall meeting to hear concerns from local farmers. **Contact: Tom Amontree (202) 720-4623.**

COMMENTS SOUGHT ON '96 FARM BILL CONSERVATION PROVISIONS -- U. S. Department of Agriculture's Natural Resources Conservation Service (NRCS) is seeking public comments and views from across the country on innovative ways to implement the conservation provisions of the 1996 Farm Bill. Written comments may be mailed or faxed to: Paul Johnson, Chief, USDA NRCS, P.O. Box 2890, Washington, D.C. 20013. The fax number is (202) 720-1838. Comments should be postmarked or faxed no later than April 30. New provisions include the Environmental Quality Incentives Program, Farmland Protection Program, Flood Risk Reduction Program, Conservation Farm Option, Conservation of Private Grazing Land Initiative, National Natural Resources Conservation Foundation and Wildlife Habitat Incentives Program. Modified provisions include those to the wetlands conservation program, conservation compliance, Conservation Reserve Program, Emergency Watershed Protection Program, state technical committees and Wetlands Reserve Program. **Contact: Diana Morse (202) 720-4772.**

WHERE OUR CHILDREN EAT -- More of the nation's children are eating away from home during the mid-1990's than in the late 1970's. They're also consuming more beverages and grain-based snack foods and combination foods, such as pizza. Children are eating less fat and drinking less milk, according to data from the first year of the current three-year U.S. Department of Agriculture nationwide food consumption survey -- "What We Eat in America." Agriculture Secretary Dan Glickman said, "This is the only nationwide survey that measures the kinds and amounts of food eaten by Americans, and links the diet and health knowledge of individuals with their food and nutrient intakes." Survey results show that roughly two-thirds of those who are school-aged -- six through 19 -- consumed food and drink that were provided away from home in 1994, up from about 55 percent in 1977-78. **Contact: Johna Pierce (202) 720-4623.**

OFFICE CONSTRUCTED WITH ENVIRONMENTALLY FRIENDLY PRODUCTS -- Agriculture Secretary Dan Glickman and Deputy Secretary Richard Rominger visited a new Washington, D.C. office (April 24), constructed with environmentally friendly agricultural materials that might otherwise go to waste--products that have been developed with the help of the U.S. Department of Agriculture. USDA's venture capital program, Alternative Agricultural Research and Commercialization (AARC) Corporation, provided start-up funds to several businesses which contributed to the construction of the office, the new headquarters for the Natural Resources Defense Council (NRDC). The AARC Corporation provides venture capital to businesses to commercialize industrial (non-feed, non-food) uses for agricultural products. Glickman toured the NRDC office as part of USDA's Earth Week activities. **Contact: Ron Buckhalt (202) 690-1624.**

EFFORTS TO FEED THE HUNGRY ANNOUNCED -- Agriculture Secretary Dan Glickman has announced 17 states where AmeriCorps members will participate in gleaning and food rescue activities this summer. Glickman said, "The 17 USDA gleaning projects and their 84 AmeriCorps members will serve as a nucleus that fans out into local communities and mobilizes other volunteers -- Boy Scouts, church groups, students -- and trains them to go out to the farms, talk to restaurants and farmers' markets and work with local food banks." Glickman added, "Forging these direct links will help ensure that when our AmeriCorps people return to school, the important work of feeding needy families will continue." Secretary Glickman also announced that USDA recently established a toll-free number (1-800 GLEAN IT) to serve as a clearinghouse for gleaning and food rescue efforts throughout the country. **Contact: Laura Trivers (202) 720-4623.**

\$4 MILLION FOR URBAN RESOURCES PARTNERSHIPS -- The U.S. Department of Agriculture will award \$4 million for community-based environmental action as part of Urban Resources Partnerships, Agriculture Secretary Dan Glickman announced (April 22). This program began in 1994 and is a coalition of seven federal agencies as well as state and local governments. The partnerships are in eight cities: Atlanta, Chicago, Denver, East St. Louis, Los Angeles, New York, Philadelphia and Seattle. Nationwide, the Urban Resources Partnership provides funding and technical assistance to community-based groups participating in a variety of natural resource projects. Federal agencies participating include: USDA's Forest Service, Natural Resources Conservation Service and the Cooperative Research, Education and Extension Service; Department of Interior's National Park Service and the Fish and Wildlife Service; U.S. Environmental Protection Agency and U.S. Department of Housing and Urban Development. **Contact: Janet Sledge (202) 720-2065.**

USDA HOLDS THIRD RURAL FORUM -- Agriculture Secretary Dan Glickman and U.S. Representative Tim Holden held a rural forum April 19 in Pennsylvania at the Berks County Agriculture Center in Bern Township. This was the third of six regional forums to discuss local agricultural concerns as the nation moves into the 21st Century. Agriculture Secretary Dan Glickman said the forum provided "an opportunity for us to listen and share ideas about critical farm bill issues: production, conservation and dairy issues, as well as the food stamp and school lunch programs." Among the presenters at the forum included Ralph Heffner, Agway president and fruit farmer; Lary Kehl, dairy farmer and USDA Farm Service Agency committee member; Ed Hartman, sixth-generation farmer; Bill Wehry, farmer; Gary Rightmire, executive director of Berks County Assistance Office; and Linda Roeberg, teacher, Lorane Elementary School in Reading, Pennsylvania. **Contact: Johna Pierce (202) 720-1691.**

USDA'S ECONOMIC RESEARCH SERVICE ADMINISTRATOR -- Susan Offutt was recently named administrator of USDA's Economic Research Service (ERS). In this position, she manages the USDA agency that provides economic and social science information and analysis for public and private decisions on agriculture, food, natural resources and rural America. ERS creates new knowledge from research and database development activities. That knowledge is used to provide timely, analytically-based information about conditions and changes in the food and agricultural system and the rural economy and likely effects on U.S. agriculture and rural America. As an alumna of ERS, Offutt is no stranger to the agency she leads. She rejoined ERS from the National Research Council of the National Academy of Sciences where she was the executive director of the Board on Agriculture and assistant executive officer. **Contact: Maria Bynum (202) 720-5192.**

EDITED BY LESLIE PARKER

FROM OUR RADIO SERVICE

AGRICULTURE USA #2030 -- There is some concern about the new product "Olestra." Brenda Curtis talks with nutritionist Mark Kantor about the pros and cons of this fake fat. **(Weekly cassette -- five minute documentary).**

CONSUMER TIME #1507 -- All about Olestra. Is Spring "bugging" you? Low income families can buy and build their own home. What do kids eat? One drink too many may deplete the body of an essential vitamin. **(Weekly cassette -- consumer features).**

AGRITAPE #2021 -- China's trade status. Will farmers plant more? The Farm Bill and Conservation. Farm product promotion and the Farm Bill. Well-water testing. **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Thursday, May 9, world agricultural supply and demand; crop production: citrus. Friday, May 10, world supply and demand; cotton and wool outlook; crop production; cotton and wool outlook. **These are USDA reports we know about in advance. Our newline carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES: Lynn Wyvill reports on USDA's support of local community efforts to feed the hungry. Secretary Dan Glickman announced a summer of gleaning project that will put 84 AmeriCorps members to work in 17 states to feed needy families. Patrick O'Leary reports on Secretary Dan Glickman's visit to a new Washington, D.C. office, constructed with environmentally friendly agricultural materials that might otherwise go to waste. These products were developed with help from the U.S. Department of Agriculture. USDA's venture capital program, Alternative Agricultural Research and Commercialization Corporation (AARC), provided startup funds to several businesses which contributed to the construction of the office, the new headquarters for the Natural Resources Defense Council.

ACTUALITIES: Excerpts from Secretary of Agriculture Dan Glickman's remarks to farm broadcasters in Washington, D.C. April 22.

SATELLITE COORDINATES FOR TV NEWSFEEDS: Thursdays from 3:45 to 4:00 p.m. ET, Telstar 402R (located at 89 degrees West), Transponder 13, Vertical Polarity, Downlink Frequency 3960 MHZ. (Transponder will change next week. See below.)

****NEW SATELLITE COORDINATES:** Effective May 2-September 26, the satellite newsfeed coordinates will change to: Telstar 402R (89 degrees West), Transponder 20, Horizontal Polarity, Downlink Frequency 4100 MHZ.

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.

OFF MIKE

SECRETARY GLICKMAN...and other key USDA officials met with 40 broadcasters representing the National Association of Farm Broadcasters (NAFB) who were here for their "Washington Watch" conference this week. Following keynote remarks by **Secretary of Agriculture Dan Glickman** on April 22, broadcasters heard a panel of experts discuss Farm Bill issues, Karnal bunt and results of a meat concentration study. Participants questioned USDA officials after their remarks and spent the early afternoon doing individual interviews with **Under Secretaries Jill Long Thompson, Gene Moos and Karl Stauber; Assistant Secretary Mike Dunn; Agency Administrators Paul Johnson** (Natural Resources Conservation Service) and **Lon Hatamiya** (Agricultural Marketing Service); and other USDA experts on a variety of current topics. During a luncheon break, several participants visited our radio and TV staff and facilities. NAFB President **John Winfield** (Mississippi Network, Jackson, MS), President-Elect **Don Wick** (WNAX, Yankton, SD), and Vice President **Stewart Doan** (ARN Agriculture, Little Rock, AR) led the delegation. Conference Coordinator was **Gary Wergin** (WHO, Des Moines, IA).

NORTH TO NEBRASKA...is the move **Carey Martin** (formerly with Oklahoma Agrinet, Oklahoma City, OK) made in early April to become Farm Director for WOW in Omaha, NE.

Carey says he is planning to add a full-time assistant farm broadcaster to help in preparing the 14 daily programs that air from 5:50 a.m. to 5:15 p.m. A graduate of Louisiana State University, he grew up in Louisiana working in his family's cattle operation. Carey replaces **Kim Dlouhy** who left WOW to become director of communications for a corporate hog farm in Iowa Falls, IA. Carey's phone number is (402) 573-5900.

OKLAHOMA NATIVE...returns to take **Carey Martin's** place at the microphone. Raised on a peanut farm in southwestern Oklahoma, **April Lovell** has joined **Ron Hays** (Oklahoma Agrinet, Oklahoma City, OK) on the network. She had been farm director for KTNZ/KBUY in Amarillo, TX.



LARRY A. QUINN, Director
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